Australia Post

Reach customers
Connect locally

Helps drive sales with Mail.

When a national pizza chain needed to get local prices to local households, they turned to the letterbox.

Four in five Australians check their letterbox at least five days a week,[1] and 74% give their complete attention when reading mail.[2]

Additionally, mail is the preferred communication channel when Australians think of local business, and brick and mortar stores.[1] For this reason, using mail may just be the trigger needed to increase local business.

Chasing a slice of the market

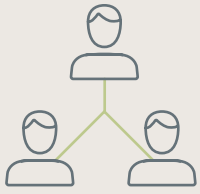
To complement a national TV and digital advertising campaign driving online sales, a pizza chain needed to give franchisees a direct channel to customers in their territories.

In terms of food delivery, Australians in metro areas are spoilt with online services. So when you consider that 44% prefer to receive mail from local businesses (compared with 30% for email)[1] – putting a menu (literally) in the hands of consumers was the obvious choice to connect them with their local store and prices.

Not only did mail allow this franchise to customise the pricing for each franchisee, it also delivered that all-important cut-through.

To drive online orders, a pizza chain needed to:

- **Target locals by delivery area**
- **Let customers know about local prices and deals**
- **Connect at the letterbox and have leaflets taken into the home**



56% of Australians always share mail with other members of their household.[2]

Dinner in your letterbox

The first step was to find out which suburbs each pizza store serviced. Over the next year, a small internal team sent approximately 80 million pieces of Unaddressed Mail to homes right across Australia, with their regular addressed mail. Another million pieces of Addressed Mail were delivered to existing customers.

That's a lot of potential pizza lovers!

80million
pieces of Unaddressed Mail delivered across Australia

1million
pieces of Addressed Mail delivered to existing customers

10% increase
in coversion rate

With access to 24/7 mail bookings via Australia Post's Unaddressed Mail online booking system, a small internal team lodged a total of 81 million pieces of direct mail in just one year.

By sending their promotion with consumers' regular mail, this pizza chain stood out from other advertising and realised an ROI of 1.5 to 3%. For their Addressed Mail promotion, conversions increased up to 10%.

It makes sense to add mail to your campaign mix

Reach more people, in more places
Big audience? No worries. With 8.8 million contactable addresses*, Australia Post can get your advertising materials to suburbs and postcodes right across Australia.

Stay in touch, on a personal level
Engage with personalised messages in your periodical publications, using 'Print Post' – plus help save money for non-time critical deliveries.

Introduce and promote products with free samples
'Sample Post' is the low-cost way to let consumers try your product, in the comfort of their home – without the distraction of other products and brands.

Connect through the letterbox
Deliver catalogues, flyers and other promotional material nationwide with 'Unaddressed Mail'. Plan, target and send your campaigns with our free online tool, Campaign Targeter.

Stand out in the letterbox
'Impact Mail' can be virtually any shape and a range of materials – such as metal, wood, fabric or leather.

Upgrade to Express
Reach your audience fast, with cost-effective 'Express Post'.[+]

1. *Bastian Latitude Research,* Australia Post, 2019
2. *Mail's role in the digital age,* Accenture, 2020. This research was undertaken by Accenture and commissioned by Australia Post.

* As at 26/2/2018 Australia Post can provide access to 8.8 million addresses that accept advertising material.

[+] Next business day delivery is only available within the Express Post next business day delivery network. The national next business day delivery network operates between capital cities (excluding Darwin; and for Perth between CBDs only) and some major centres. Note: Express eParcel is not covered in the Express Post Guarantee.

Based on a customer interview, this information was collected by Australia Post in 2012 in Australia. This case study is for general information purposes only and is not intended to be specific advice for your business needs.